## PRICE AND GESS

ATTORNEYS AT LAW

JOSEPH W. PRICE ALBIN H GESS MICHAEL J. MOFFATT GORDON E. GRAY III BRADLEY D. BLANCHE J. RONALD RICHEBOURG

> OF COUNSEL JAMES F. KIRK

2100 S.E. MAIN STREET, SUITE 250

IRVINE, CALIFORNIA 92614-6238

A PROFESSIONAL CORPORATION TELEPHONE: (949) 261-8433 FACSIMILE: (949) 261-9072 FACSIMILE: (949) 261-1726

e-mail: jwp@pgpatentlaw.com

## **DRAWINGS - NINE (9) SHEETS**



Applicant(s):

Toshiya Mori

Title:

BROADCASTING APPARATUS AND METHOD FOR PRE-TRANSMITTING DATA CAROUSEL AND

RECEIVING APPARATUS FOR RECEIVING DATA

**CAROUSEL** 

Attorney's

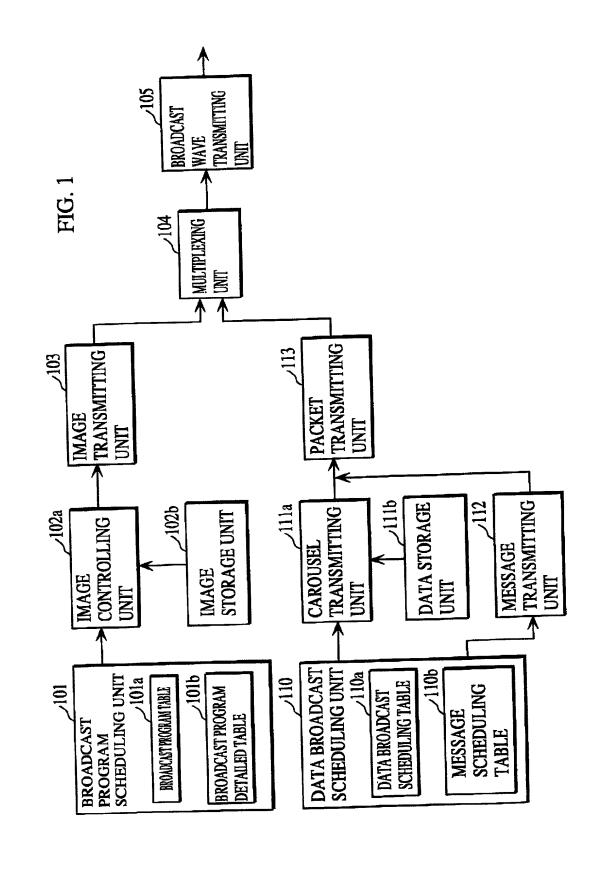
Docket No.:

**NAK1-BO52** 

"EXPRESS MAIL" MAILING LABEL NO. EL 852658885 US

**DATE OF DEPOSIT: April 13, 2001** 

of the first three right II that III is the right II the first three right II the r



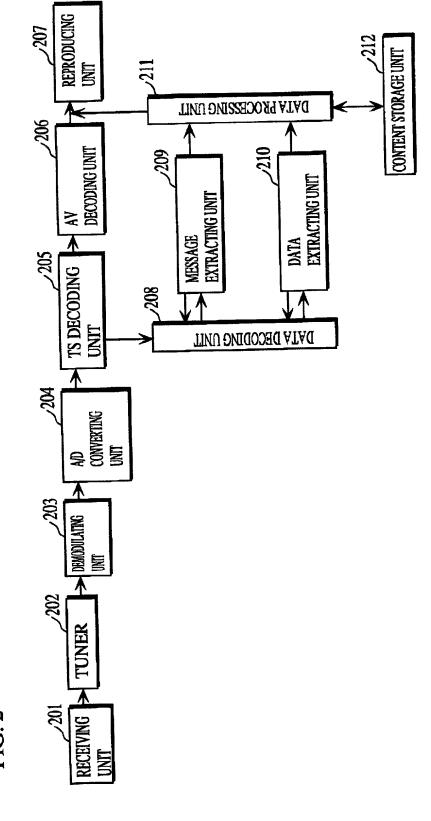


FIG 2

									_	_			 	
	PROGRAM ADDITIONAL DATA FLAG	OFF	0FF	OFF	MO.	NO	•	• •		OFF	••	-		
	PROGRAM TITLE	PROGRAM A	PROGRAM B	PROGRAM C	PROCIRAM D	PROGRAM E	•	• •		PROGRAM A		•		
	PROGRAM MANAGEMENT CODE	1001	1002	1003	1001	5001	٠	• •		1101	• •	•	 	
E 101a	PROGRAM END TIME	0:6	9:30	10:00	11 .00	12:00	•	•	•	2 : 00	•	• •		
ROGRAM TABI	PROGRAM START TIME	8:00	00:6	9:30	10:00	00.		•	•	00:9	•			
FIG. 3 BROADCAST PROGRAM TABLE 101a	CHANNEL		2							1				
FIG. 3	BROAD. CASTING	DATE	1/1/6661											

FIG. 4 BROADCAST PROGRAM DETAILED TABLE 101b

											 	 	1
PROGRAM	ADDITIONAL DATA FLAG	NO	<b>O</b> FF	KO	OFF	OFF	•	• •			 	 	
COMMITTED CIAI	MATERIAL MANAGEMENT CODE			C100.1			•	• •			-		
Tel Carpet and Commercial	AUDIO MATERIAL MANAGEMENT CODE	A1000	A1001		A1002	A1003		• •					
METO	VILEO MATERIAL MANAGEMENT				V1002	V1003	•	• •					
	TRANSMISSION TRANSMISSION START END	11 DO	11:15	1: ::	11:30	12:00							
	TRANSMISSION START	10 :: DO:	20		11 . 20	11 . 30		• • •					
	MANAGEMENT	JON		1005				• •	•				
DINCONCULT	CHANNEL		10							11			
	BROAD	- 1	1/1/6661										

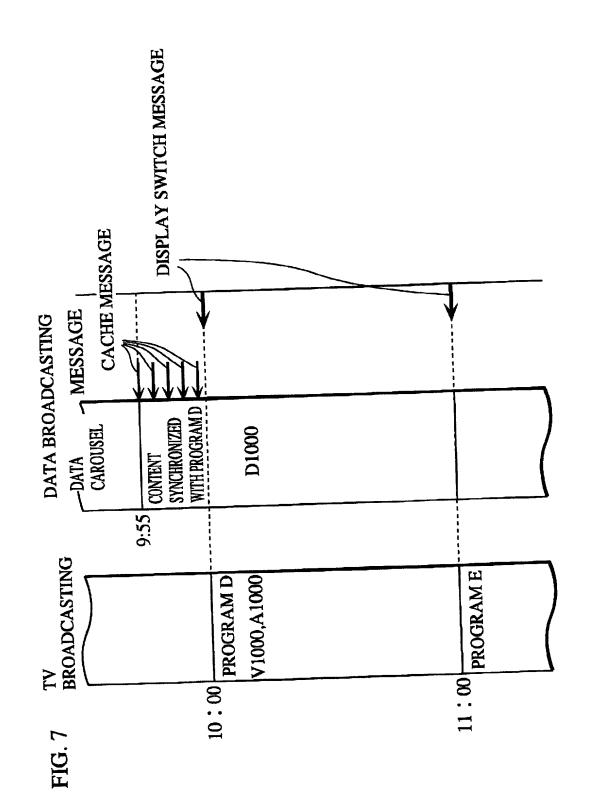
FIG. 5

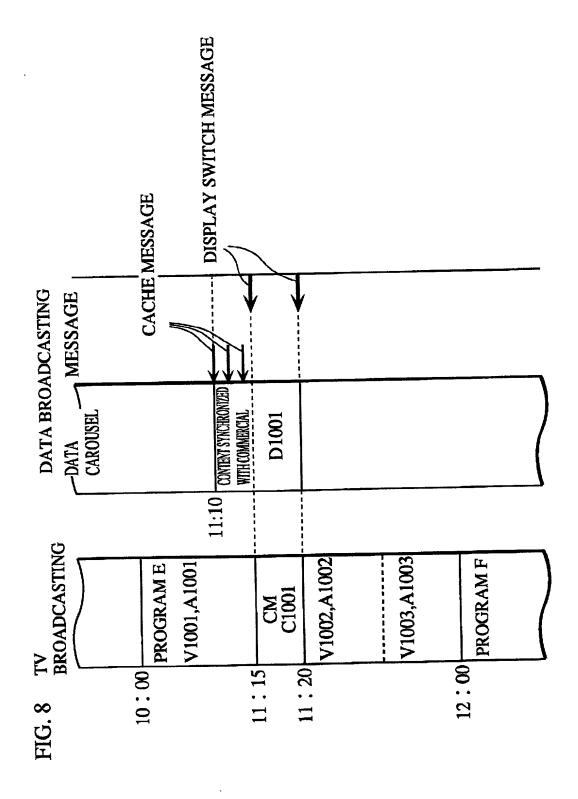
	DATA BROADCAST CONTENT MANAGEMENT CODE	D1000	D1001	• •	•	•••			
	TRANSMISSION END TIME	11:00	11:20	•	•	•••			
TABLE 110a	TRANSMISSION START TIME	9:55	11:10	•		• • •			
ST SCHEDULING	PROGRAM MANAGEMENT CODE	1004	1005	•	• •				
DATA BROADCAST SCHEDULING TABLE 110a	CHANNEL		10			11			
	BROAD. CASTING	WHIE	1/1/6661						

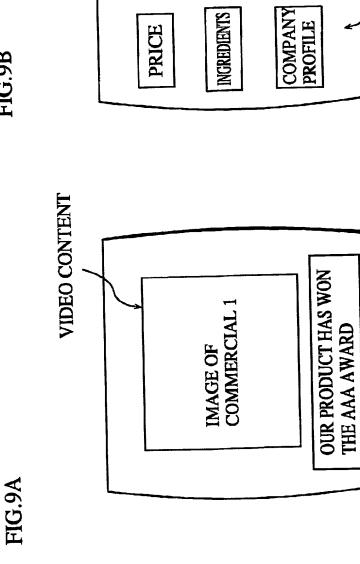
FIG. 6

MESSAGE SCHEDULING TABLE 110b

BROAD. CASTING DATE	CHANNEL	PROGRAM MANAGEMENT CODE	TRANSMISSION START TIME	TRANSMISSION END TIME	TRANSMISSION INTERVAL (SEC)	MESSAGE
2			9:55	10 : 00	5	CACHE MESSAGE
1/1/666	10	1004	10:00	10:00	0	DISPLAY SWITCH MESSAGE
			11:00	11:00	0	DISPLAY SWITCH MESSAGE
			11:10	11:15	\$	CACHE MESSAGE
		1005	11:15	11:15	0	DISPLAY SWITCH MESSAGE
			11:20	11:20	0	DISPLAY SWITCH MESSAGE
		٠	•	•	•	•
				. •	• •	• •
			•			
	11		- • •	• • •	• • •	
				<del>,, ,, ,, ,,,</del>		
- 1						







INTERACTIVE CONTENT

INTERACTIVE CONTENT

VIDEO CONTENT

PRICE

IMAGE OF

INGREDIENTS

COMMERCIAL 2

FIG.9B